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DIARY NOTES

Acting Executive Director-Comptroller

21 October 1971

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Public Image

I had lunch with Mr. Thuermer today, at which time we discussed the Director's interest in doing some work to improve the Agency's image, with the emphasis on a low-key approach. We rolled around a variety of possible activities, such as appearances before opinion-leading groups around the country, the twenty-fifth anniversary, an appearance by the Director on television, a possible "intelligence officer in residence" at a good school or so, the inclusion of an account of the intelligence function in basic courses on foreign policy and Government operations, and academic and press panels for discussion of substantive issues. Mr. Thuermer expressed concern over the degree to which our personnel have channels for adequate discussion of the political policies they help implement. On a somewhat more mundane level I agreed to

SECRET

25X

look into whether any financial assistance might be made available to him to help defray the costs of lunches, etc., with his press colleagues. I shall raise this with Mr. Coffey.

WEC:jrf

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